

Turtle[®] Mat



— EST. 1994 —

MACHINE WASHABLE DIRT-TRAPPING DOORMATS

TRADE RANGE 2023/24



Recommended by



Karndean
Designflooring

WELCOME TO KLEEN- TEX INDUSTRIES LTD, HOME OF THE BELOVED TURTLE MAT

At Turtle Mat, we take immense pride in introducing you to our renowned range of Turtle Mats.

Our mats are not just products; they are a commitment to quality, durability, and customer satisfaction. We invite you to explore our catalog carefully and discover how Turtle Mat can elevate your retail offerings.

Crafted meticulously from high-quality materials and employing innovative manufacturing techniques, our mats are engineered to stand the test of time.

Our mats are designed with a dual purpose: to protect floors from scratches, scuffs, and stains while maintaining the cleanliness and elegance of your customers' spaces. With advanced absorbent fibers, they effectively trap dirt, moisture, and debris, enhancing floor longevity and overall hygiene.

We understand that customers seek both functionality and aesthetics. Turtle Mat offer a diverse range of stylish designs that cater to various tastes and interior décor styles. From classic and timeless patterns to contemporary and trendy options, our mats add an element of elegance and visual appeal to any space.

Turtle Mat has earned its stripes as a trusted brand in the industry, thanks to our unwavering commitment to excellence, customer satisfaction, and reliable products. Partnering with us aligns your store with a reputable brand that customers can trust and rely on. We offer eye-catching point-of-sale displays and a range of digital assets to assist you in educating and engaging customers about the benefits of Turtle Mats.

Thank you for considering Turtle Mat as a valuable addition to your retail offerings. We look forward to a successful partnership that benefits both our businesses and, more importantly, enhances the satisfaction of your customers.



MEET YOUR SALES MANAGER:

At Turtle Mat, we believe in not only providing exceptional products but also delivering unmatched support to our valued partners.

Allow me to introduce myself; I am Bronagh, your dedicated Sales Manager. My role is to ensure your experience with Turtle Mat is not only seamless but also highly rewarding.

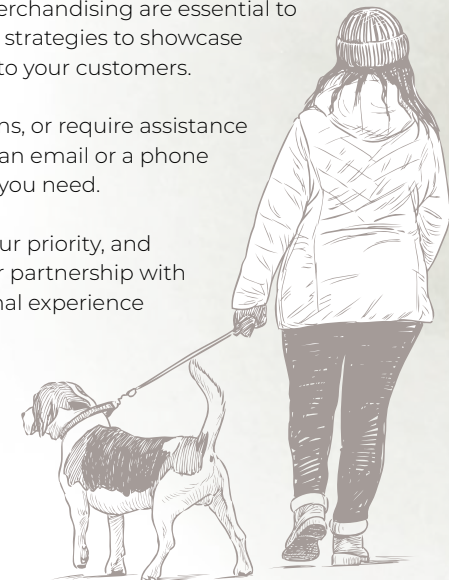
As your Sales Manager, I am here to assist you in various aspects of your partnership with us:

- **Product Selection:** Whether you're looking to expand your product offerings or need guidance on selecting the right Turtle Mat for your store, I'm here to provide expert advice and recommendations tailored to your unique needs.
- **Merchandising:** Effective product display and merchandising are essential to driving sales. I can provide you with insights and strategies to showcase Turtle Mat in a way that maximizes their appeal to your customers.
- **Support:** Should you have any questions, concerns, or require assistance at any point, don't hesitate to reach out. I'm just an email or a phone call away, ready to provide you with the support you need.

Feel free to contact me at any time. Your success is our priority, and I'm committed to helping you make the most of your partnership with Turtle Mat. Let's work together to create an exceptional experience for your customers.

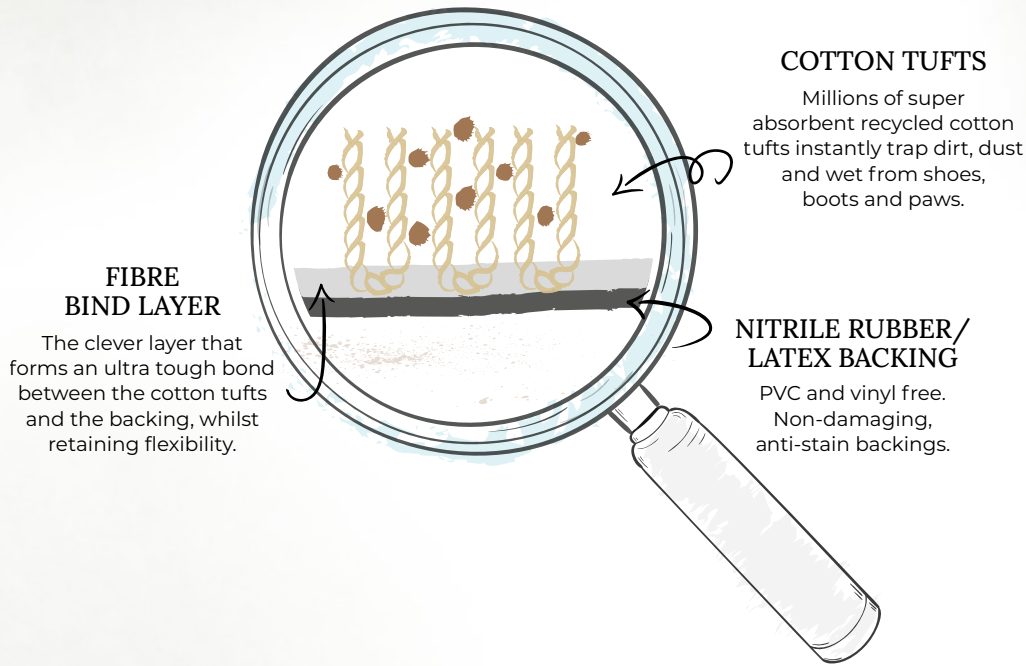
Bronagh Reid
National Sales Manager

Email: breid@kleen-tex.com
Phone: 07752 446137



THE Turtle Mat DIFFERENCE

HELPING TO KEEP BRITAINS HOMES CLEANER
SINCE 1994



FIBRE BIND LAYER

The clever layer that forms an ultra tough bond between the cotton tufts and the backing, whilst retaining flexibility.

COTTON TUFTS

Millions of super absorbent recycled cotton tufts instantly trap dirt, dust and wet from shoes, boots and paws.

NITRILE RUBBER/LATEX BACKING

PVC and vinyl free. Non-damaging, anti-stain backings.

THE BEST MAT THERE IS



"Bought Turtle Mats years ago and they get hard wear living in the country side. Just wash and wash. Wouldn't buy any mats. Just replaced two old ones and they must've been at least 15 years old."

L. Howarth

GREAT PRODUCTS



"They look as good today as when they were new 5 years ago. The door mats and runners are fantastic especially as they go in the washing machine. They absorb the wet and mud from dogs and children."

C. Ashworth



Turtle Mats can be machine washed at 40°C and their performance improves with washing.



Built to last, Turtle Mats are guaranteed for 5-years; quality you can rely on.



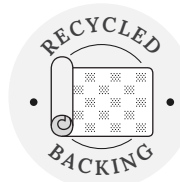
We've been designing Turtle Mats here in the UK for nearly 30 years.



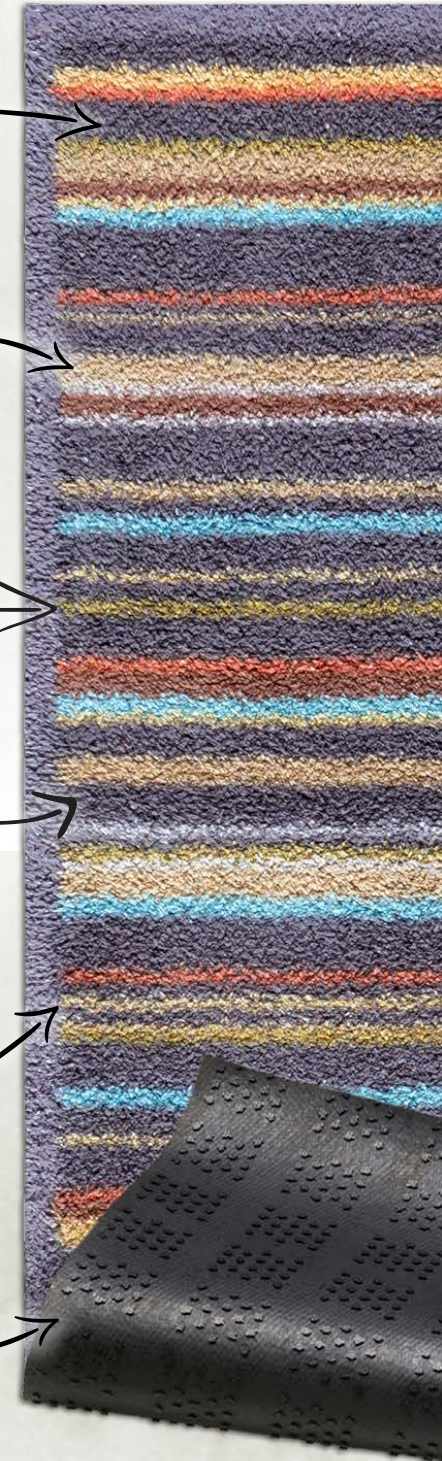
Turtle Mats can even be tumble dried making them an even more convenient choice.



The cotton topping of a Turtle Mat (approx. 85%) is made from 100% recycled cotton from the clothing industry.



The multi-grip backing of Turtle Mats is 100% recycled from post-industrial waste - the off-cuts which would otherwise go to landfill.





BLUE

GREY

GRAPHITE

FAWN

MOCHA

SEAL

SAGE GREEN

Classic PLAINS

THE ORIGINAL

Made with super absorbent recycled cotton fibres, our timeless plains have kept Britain's floors protected from dirt and moisture for over 25 years.



STANDARD DOORMAT

50cm x 75cm

Latex

BLUE L050BL
FAWN L050FA
GRAPHITE L050GH
GREY L050GY
MOCHA L050MC
SEAL L050SE
SAGE GREEN L050SG

Multi-grip

BLUE M050BL
FAWN M050FA
GRAPHITE M050GH
GREY M050GY
MOCHA M050MC
SEAL M050SE
SAGE GREEN M050SG

LARGE DOORMAT

75cm x 100cm

Latex

BLUE L100BL
FAWN L100FA
GRAPHITE L100GH
GREY L100GY
MOCHA L100MC
SEAL L100SE
SAGE GREEN L100SG

Multi-grip

BLUE M100BL
FAWN M100FA
GRAPHITE M100GH
GREY M100GY
MOCHA M100MC
SEAL M100SE
SAGE GREEN M100SG

LARGE RUNNER

75cm x 150cm

Latex

BLUE L150BL
FAWN L150FA
GRAPHITE L150GH
GREY L150GY
MOCHA L150MC
SEAL L150SE
SAGE GREEN L150SG

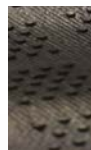
Multi-grip

BLUE M150BL
FAWN M150FA
GRAPHITE M150GH
GREY M150GY
MOCHA M150MC
SEAL M150SE
SAGE GREEN M150SG

BACKINGS



Latex
HARD FLOORS ONLY:
Lightweight, anti-slip backing. Mats have rounded corners.



Multi-grip
ALL FLOORS INCLUDING CARPET: Medium weight, anti-slip studded backing. Mats have square corners. Made from 100% recycled rubber.



Mocha Latex

50cm x 75cm • **L050MC**
75cm x 100cm • **L100MC**
75cm x 150cm • **L150MC**



Mocha Multi-Grip

50cm x 75cm • **M050MC**
75cm x 100cm • **M100MC**
75cm x 150cm • **M150MC**





DEE HARDWICKE

DESIGNS TO ENHANCE AND INSPIRE

As a designer and artist, Dee Hardwicke finds endless inspiration in the ever-changing beauty of Britain's countryside and gardens. Based on Dee's original sketches and watercolours, Turtle Mat's Dee Hardwicke collection – which includes the bestselling Olive design – is a celebration of the natural world.



Our best-selling Olive design is a perennial favourite capturing the magic of Dee Hardwicke's original watercolour. The subtle green tones of the intertwining sprigs bring the beauty of the outdoors in whilst keeping mud and dirt at bay.

Available now in 5 sizes, including our exclusive new larger runners.



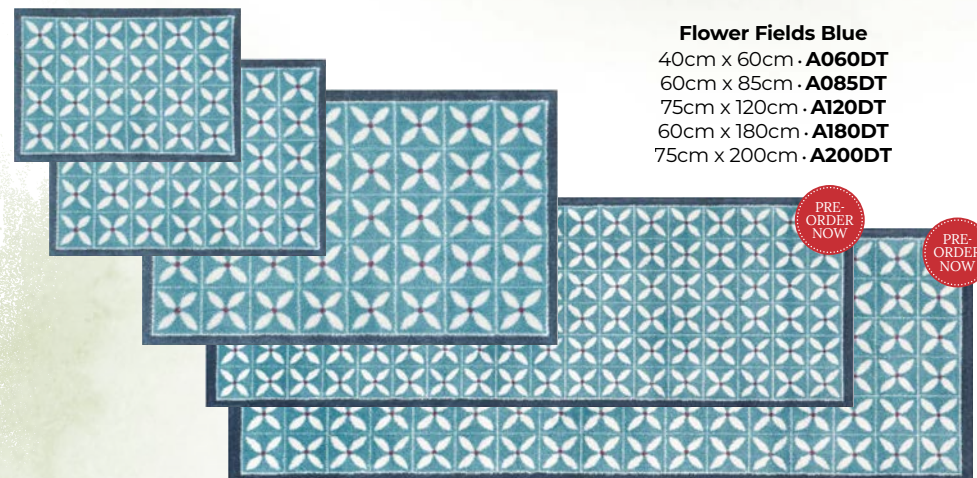
Now
AVAILABLE
IN LARGER
SIZES

- Olive**
A060CM - 40cm x 60cm - **£35.95**
A085CM - 60cm x 85cm - **£53.95**
A120CM - 75cm x 120cm - **£89.95**
A180CM - 60cm x 180cm - **£129.95**
A200CM - 75cm x 200cm - **£169.95**

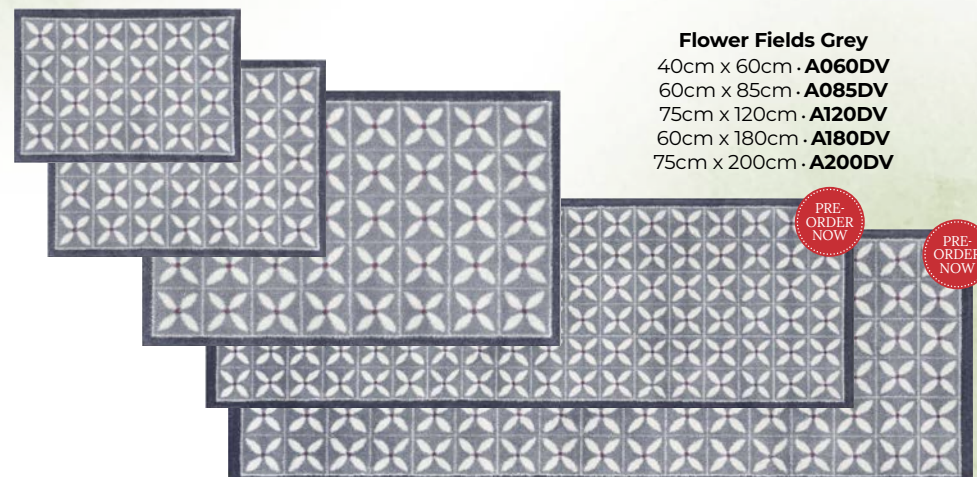


NEW FOR 2023

First inspired by a far-off view of a meadow in full bloom, this limited edition tiled flower design is available in three colourways including a beautiful and bright 'Painterly' version. Also available in our new largest sizes, perfect for hallways and longer spaces at the heart of your home.



- Flower Fields Blue**
 40cm x 60cm - **A060DT**
 60cm x 85cm - **A085DT**
 75cm x 120cm - **A120DT**
 60cm x 180cm - **A180DT**
 75cm x 200cm - **A200DT**



- Flower Fields Grey**
 40cm x 60cm - **A060DV**
 60cm x 85cm - **A085DV**
 75cm x 120cm - **A120DV**
 60cm x 180cm - **A180DV**
 75cm x 200cm - **A200DV**



New



A limited edition launch to celebrate our 10-year anniversary of partnering with Dee Hardwicke, Flower Fields takes its inspiration from a far-off meadow scene interpreted by Dee into a beautiful repeat tile design.



Flower Fields Painterly
 40cm x 60cm · **A060DX**
 60cm x 85cm · **A085DX**
 75cm x 120cm · **A120DX**
 60cm x 180cm · **A180DX**
 75cm x 200cm · **A200DX**

PRE-ORDER NOW

PRE-ORDER NOW

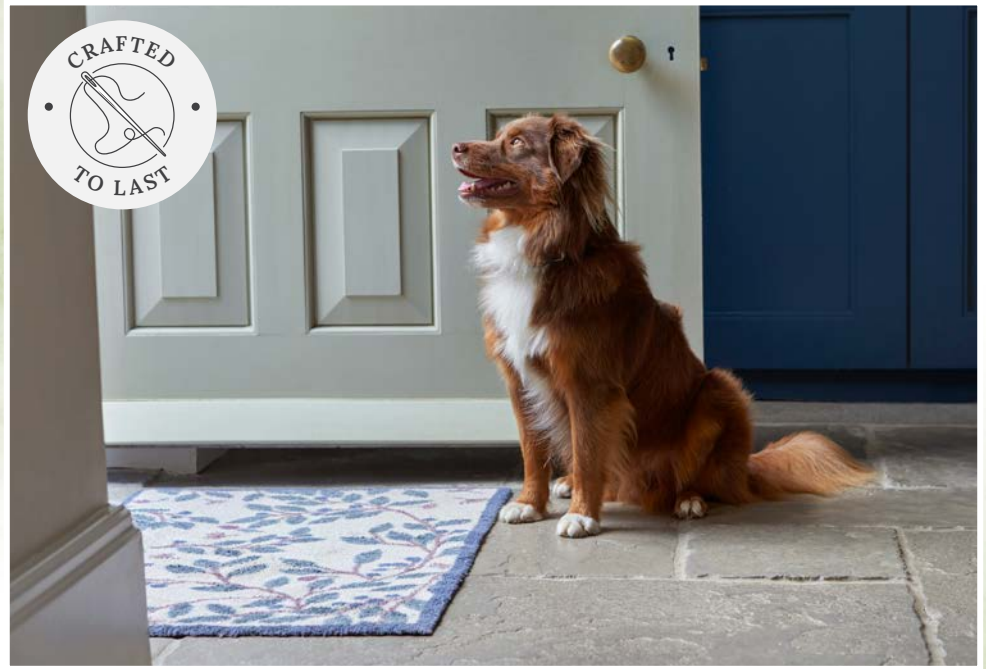
New



Winter Flowers
 60cm x 85cm



Foliage Seedhead
 60cm x 85cm · **A085??**



CRAFTED TO LAST

75cm x 120cm · **A120??**



40cm x 60cm
A060??

60cm x 85cm · **A085??**

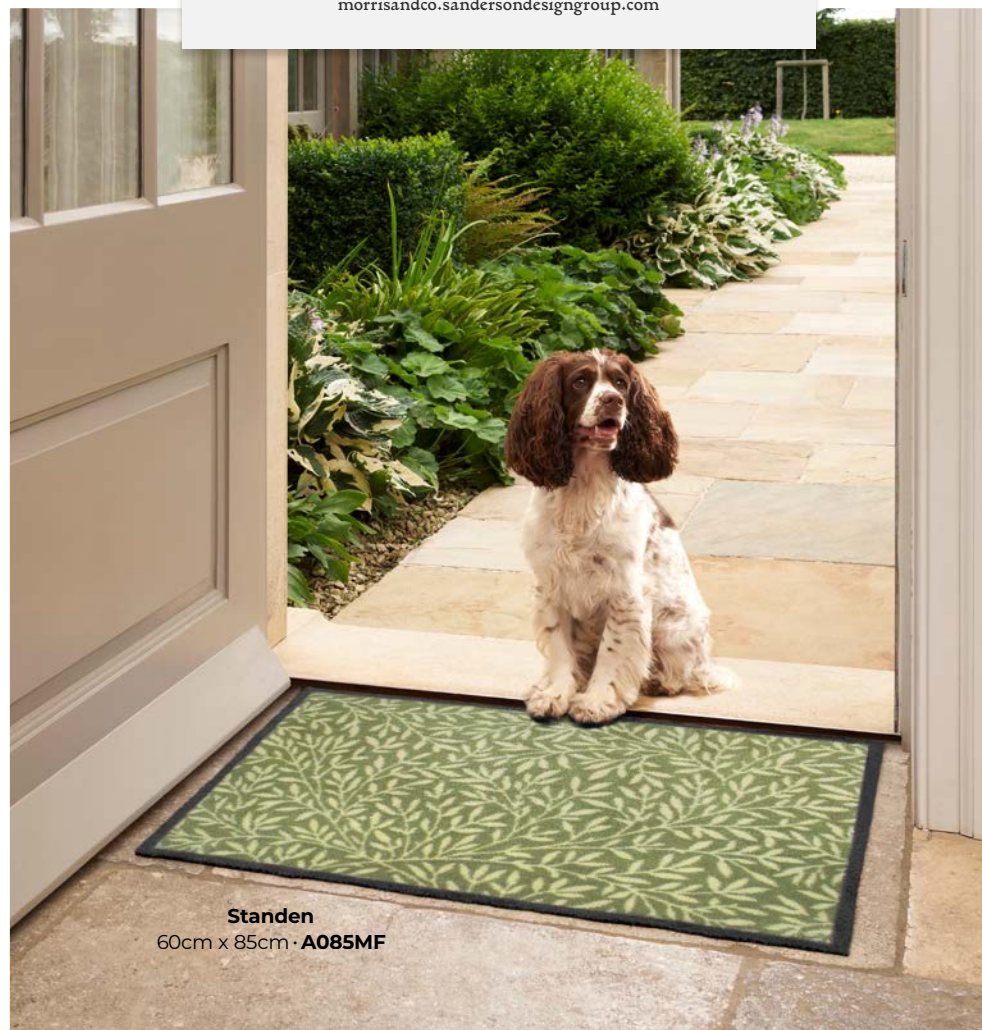
THE ORIGINAL
MORRIS & Co

FOUNDED BY WILLIAM MORRIS IN 1861

Heritage for the
HOME

William Morris (1834-1896) is regarded by some as the single most influential designer of the 19th century. Under his direction Morris & Co. grew into a flourishing and fashionable decorating firm renowned for its wallpapers, textiles and home accessories.

morrisandco.sandersondesigngroup.com



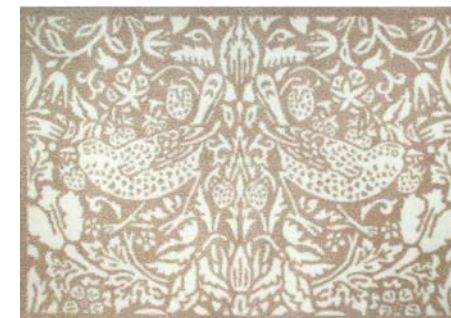
Standen
60cm x 85cm · A085MF



Branch
60cm x 85cm · A085MH



Pure Strawberry Thief Blue
60cm x 85cm · A085??



Pure Strawberry Thief Neutral
60cm x 85cm · A085ML



St. James Ceiling Grey
60cm x 85cm · **A085MN**



St. James Ceiling Brown
60cm x 85cm · **A085MN**

AN ALL-TIME CLASSIC

Inspired by nature the Thistle Green by Morris & Co. is an all-time classic. This interior door mat is both classy and practical, no matter where you place it in your home. Like how the Thistle protects its precious flower, this door mat will work hard to protect your floors from dirt, mud and moisture. Now available in medium and runner sizes.



60cm x 85cm · **A085MG**



75cm x 120cm · **A120MG**

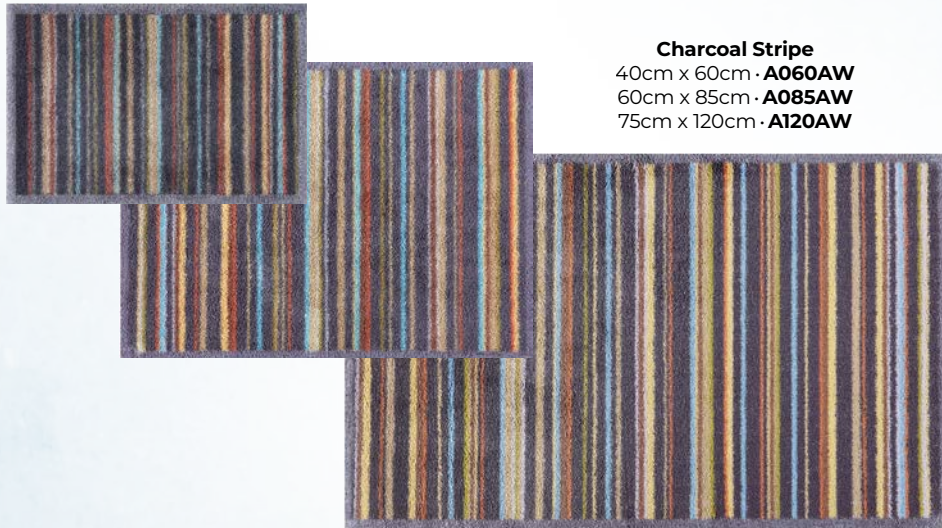


**BEST
SELLER**

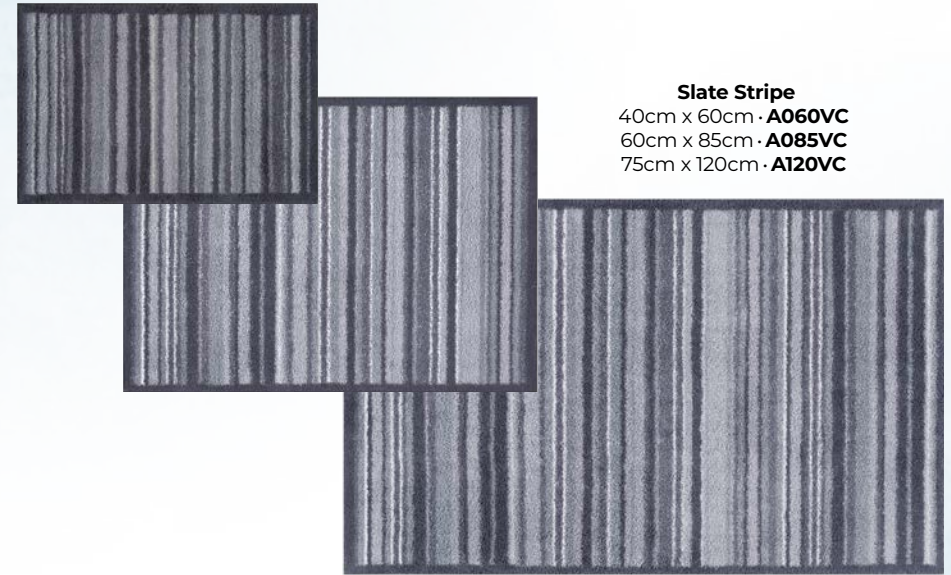


Stylish STRIPES

Discover the versatility of our stunning Stripe Turtle Mat collection. Keep homes clean whilst looking super-stylish.



Charcoal Stripe
40cm x 60cm · **A060AW**
60cm x 85cm · **A085AW**
75cm x 120cm · **A120AW**



Slate Stripe
40cm x 60cm · **A060VC**
60cm x 85cm · **A085VC**
75cm x 120cm · **A120VC**

BEST SELLER



Sandstone Stripe
40cm x 60cm · **A060AA**
60cm x 85cm · **A085AA**
75cm x 120cm · **A120AA**

EXCEPTIONAL DESIGNS

Bring homes to life with our in-house collection of woodland wonders, classic geometrics and sophisticated motifs. Stop dirt in its tracks and protect floors from the great outdoors.



Herringbone Green
60cm x 85cm · **A085NW**



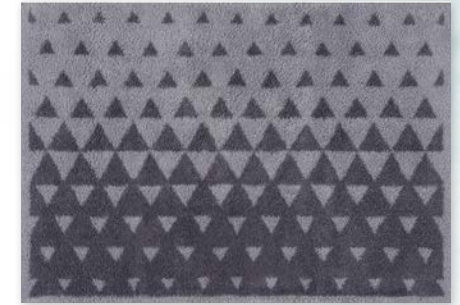
Snowdrops
60cm x 85cm · **A085DM**



Flock Green
40cm x 60cm · **A060KE**
60cm x 85cm · **A085KE**
75cm x 120cm · **A120KE**



Neutral Leaf
60cm x 85cm · **A085??**



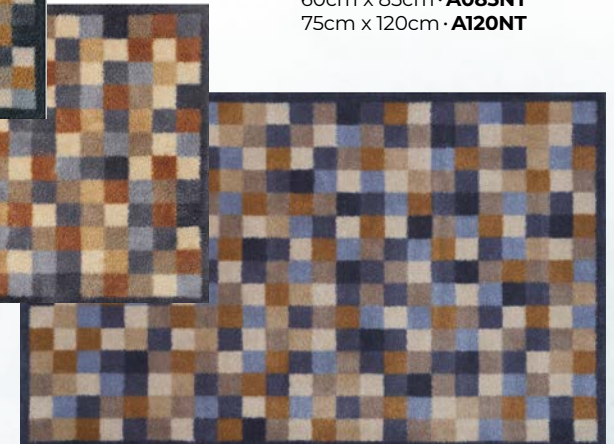
Graded Triangles
60cm x 85cm · **A085??**



Block Triangles
60cm x 85cm · **A085FE**



Landscape
60cm x 85cm · **A085FH**



Neutral Squares
40cm x 60cm · **A060NT**
60cm x 85cm · **A085NT**
75cm x 120cm · **A120NT**



Leaf Scroll
 40cm x 60cm · **A060VG**
 60cm x 85cm · **A085VG**
 75cm x 120cm · **A120VG**



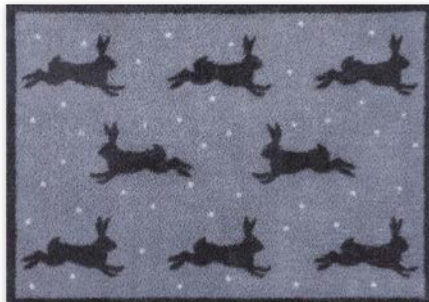
Deer Family Blue & Gold
 60cm x 85cm · **A085NY**



Red Robin
 60cm x 85cm · **A085UE**



Highland Cows
 60cm x 85cm · **A085HM**



Hares Grey
 60cm x 85cm · **A085??**



PETS COLLECTION

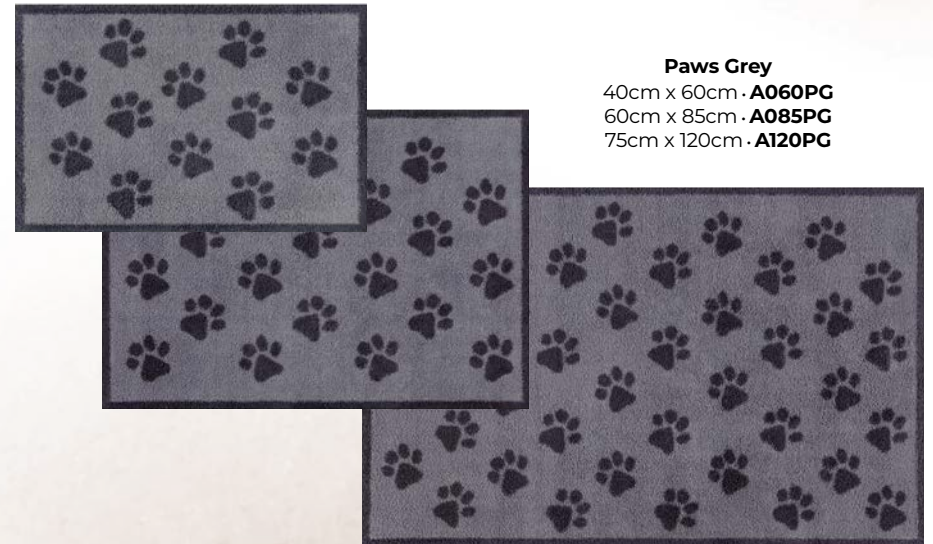
A Turtle Mat is the perfect partner for our beloved four-legged friends and pet owners alike. Our popular range of canine and feline designs with tough, super absorbent cotton fibres are available in small, medium and runner sizes.



Dog and Bone
 60cm x 85cm · **A085??**



Wipe Your Paws
 60cm x 85cm · **A085??**



Paws Grey
 40cm x 60cm · **A060PG**
 60cm x 85cm · **A085PG**
 75cm x 120cm · **A120PG**



Sanderson
home

Inspired by
COASTAL IDYLL

Sanderson combines quintessential English design with the hallmark of quality and style for which Sanderson is renowned. The charming designs from Sanderson are perfect for the design conscious of all ages seeking easy to use decorating schemes.



Beach Huts Blue
60cm x 85cm · **A085TE**



Shore Birds Neutral
60cm x 85cm · **A085TF**



Shore Birds Blue
60cm x 85cm · **A085TN**
75cm x 120cm · **A120TN**



Coraline
60cm x 85cm · **A085TK**
75cm x 120cm · **A120TK**



Batik Leaf
60cm x 85cm · **A085TG**
75cm x 120cm · **A120TG**

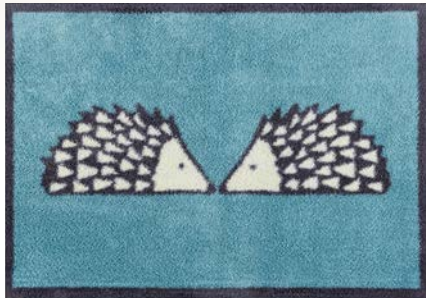


scion
LIVING

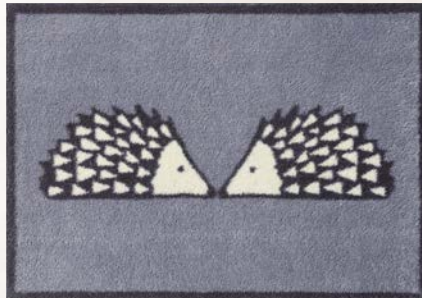
Fresh ideas
FOR
MODERN LIVING

**GIVING FLOORS
CHARACTER**

Scion is a refreshing British brand making its own distinctive mark on the world of interiors with its trend savvy designs.



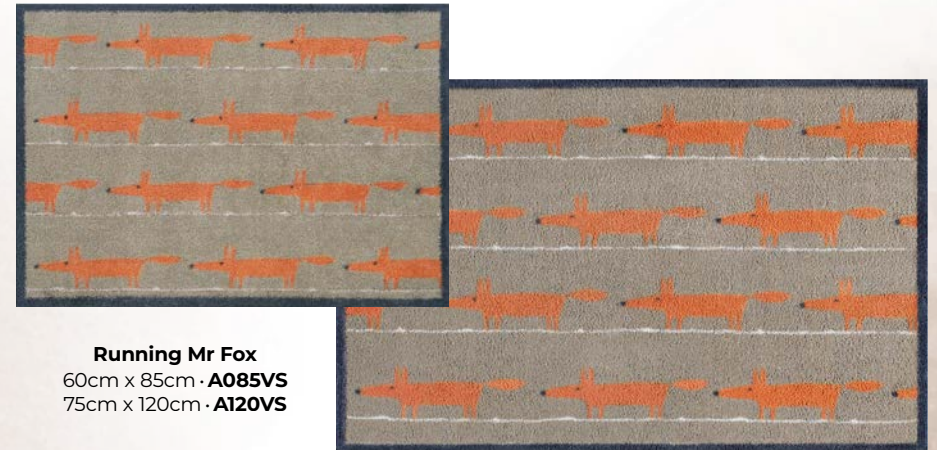
Kissing Spike
60cm x 85cm · **A085ST**



Kissing Spike Slate
60cm x 85cm · **A085??**



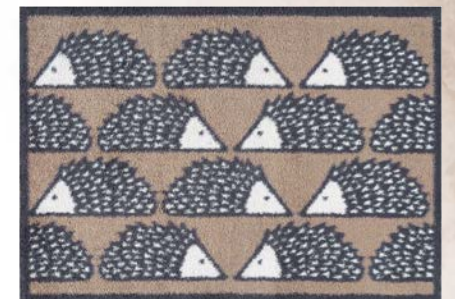
Running Mr Fox Navy
60cm x 85cm · **A085VJ**
75cm x 120cm · **A120VJ**



Running Mr Fox
60cm x 85cm · **A085VS**
75cm x 120cm · **A120VS**



Mr Fox Navy
60cm x 85cm · **A085SY**



Kissing Spike
60cm x 85cm · **A085ST**

Bathroom COLLECTION

Ideal for soaking up spills and splashes, our soft underfoot mats are machine washable and tumble dry safe, so they will stay fresh and clean for years to come.



Seahorse
60cm x 85cm · A085VN



Bathroom Deco
60cm x 85cm · A085VK



Shore Birds Blue
60cm x 85cm · A085TN
75cm x 120cm · A120TN

Christmas COLLECTION



Merry Christmas
60cm x 85cm · A085XG



Let It Snow
60cm x 85cm · A085VB



Winter Robin
60cm x 85cm · A085XR



Christmas Mr Fox
60cm x 85cm · A085TV



BEST SELLER

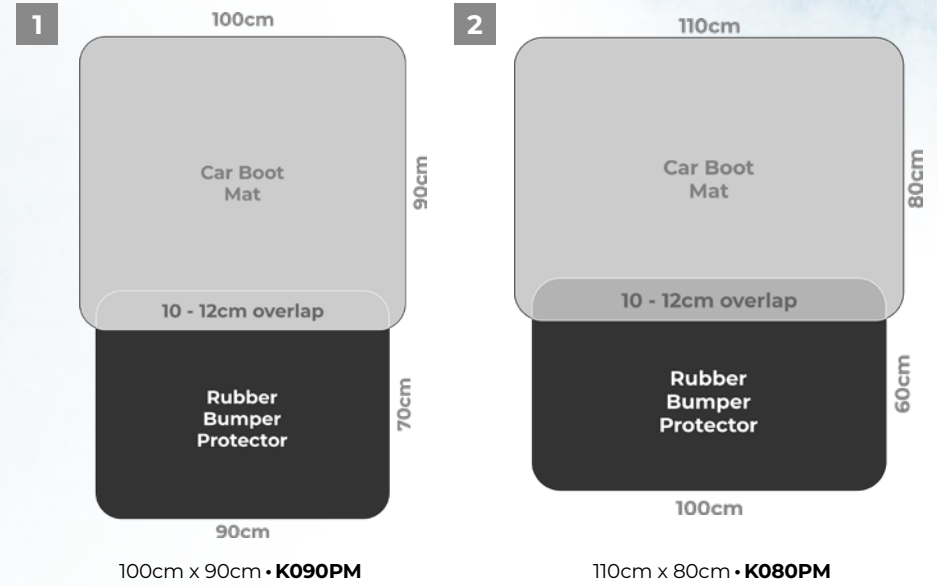
BOOT & BUMPER CAR PROTECTOR SET

You no longer have to worry when sports equipment, garden accessories, tools, toys or prams end up swinging in the boot after use, leaving muddy traces behind.

The robust Car Boot & Bumper Protector Mat reliably catches moisture and dirt and protects against possible scratches. It consists of two parts that are firmly connected with a Velcro fastener.



SIZE GUIDE



*Car Boot Mat machine washable at 30°C.



DUNE

STYLISHLY SCULPTED SCRAPER MATS

The sustainable doormat for indoor and outdoor. DUNE is designed so that water is collected and drained through its deep channels; making it perfect for outdoor use. In addition to its functionality, DUNE uses recycled materials with half of the upper material being made from 100 % recycled polyester, which is obtained from PET bottles or other plastic parts. The non-slip backing also contains recycled nitrile rubber from our own production.

STRIPES



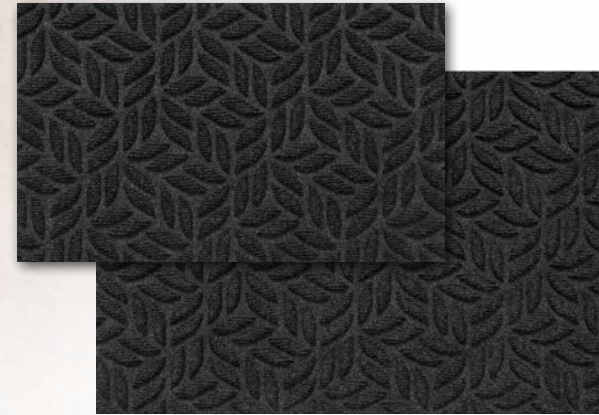
45cm x 75cm N045GS
60cm x 90cm N090GS

WAVES



45cm x 75cm N045GW
60cm x 90cm N090GW

LEAVES



45cm x 75cm N045GL
60cm x 90cm N090GL



45cm x 75cm N045TL
60cm x 90cm N090TL



45cm x 75cm N045BL
60cm x 90cm N090BL



**BEST
SELLER**

Mud Hog
50cm x 75cm · E050GY

MUD HOG

THE MAT WITH MUSCLE

Heavy-weight and long-lasting, Mud Hog's tough fibres are made from 100% regenerated yarn recovered from abandoned fishing nets. This mat lets you scrape off the worst dirt before you step indoors and it has a springy recycled rubber-grain backing so rainwater simply drains away.

MERCHANDISING OPTIONS

We have two different merchandising options on how you can best display Turtle Mats. We have options to suit your needs depending on the space you have available.

Only Turtle Mat products can be displayed in the Wicker Basket and Apex Stand.



WICKER BASKET

The Wicker Basket is a great option for smaller stores or stores who don't have much display space.

This is a compact method of presenting a variety of Turtle Mat products whilst keeping a visually pleasing merchandising display.

A Wicker Basket is free of charge with an order over £350 net or subject to agreement.



APEX STAND

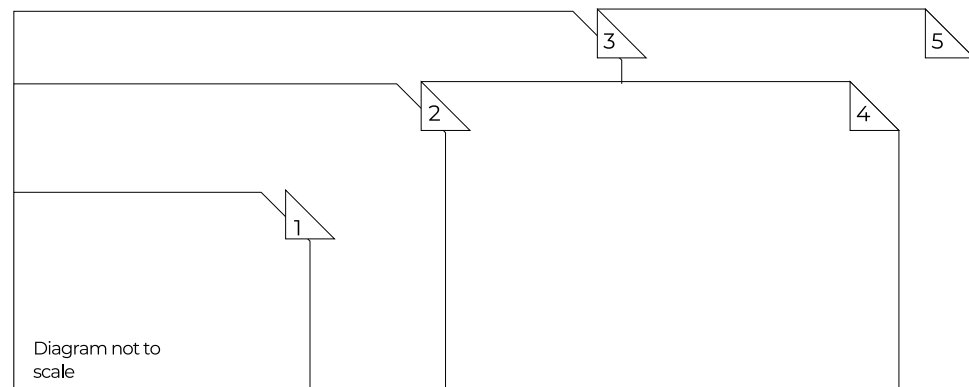
The Apex Stand is our premium display offering, this allows you to showcase an assortment of Turtle Mat products with different lengths in your store so your customers can easily browse through.

An Apex Stand is free of charge with an order over £450 net or subject to agreement.

SIZE GUIDE

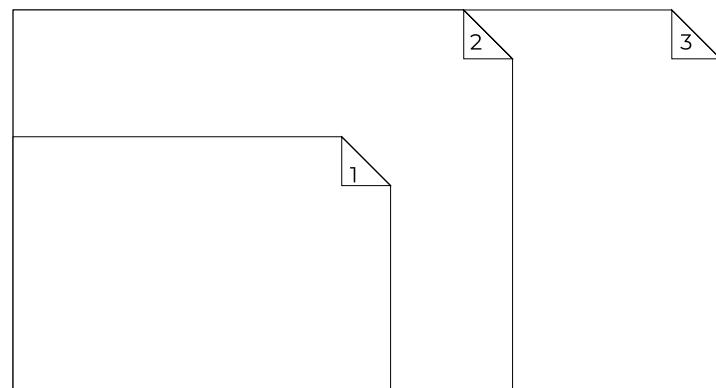
Turtle Mats are available in a wide range of sizes, from small doormats to large runners, which are great by patio doors. All latex mats come with rounded corners and all multi-grip mats have square cut corners.

Design Size Guide



1. Small doormat	40cm x 60cm (16" x 24")
2. Medium doormat	60cm x 85cm (24" x 33")
3. Design runner	75cm x 120cm (30" x 47")
4. Narrow design runner	60cm x 180cm (24" x 71")
5. Large design runner	75cm x 200cm (30" x 79")

Classic Plain Size Guide



1. Standard doormat	50cm x 75cm (20" x 30")
2. Large doormat	75cm x 100cm (30" x 39")
3. Large runner	75cm x 150cm (30" x 59")

All sizes are approximate and a small level of shrinkage may occur.

CARE GUIDE

- Washing before use helps to maximise performance. We recommend a non-biological colour kind washing detergent
- Machine or hand wash up to 40°C
- Do not use fabric conditioner as this reduces the dirt trapping performance
- Tumble dry on a low heat setting or allow to dry naturally. Check the filters on your machine as directed by the manufacturer
- Large mats are heavy when wet and we recommend when washing in a domestic machine that you check the load limit on your machine, as well as the capacity of the filters
- Never place your Turtle Mat on a damp floor and launder your Turtle Mat regularly (monthly) for best results and to allow the floor under the mat to be cleaned, aired and to allow light exposure to flooring

For full care information and more see www.turtlemat.co.uk/faq



GUARANTEE

Turtle Mat washable cotton mats are quality checked against defects and are guaranteed against manufacturing faults for five years. Turtle Mat 'Cape Cod' outdoor mats and runners are guaranteed for five years. Turtle Mat 'Mud Hog' mat, Dune and 'Car Boot and Bumper Protector' mats are guaranteed for two years. 'Personalised Mats' mats do not come with a guarantee. Full details on our guarantee are available on our website www.turtlemat.co.uk should a quality issue arise, please contact our customer service team on **0345 600 3478**.

PRIVACY POLICY

We will use the details you have provided to fulfil your order and if requested by you, to keep you updated on our news, special offers and promotions. We take protecting your personal information very seriously. Our updated Privacy Policy sets out what data we collect, how we securely look after it and how we use it. Full details on our Privacy Policy can be found on our website: www.turtlemat.co.uk/privacy-policy

ADDITIONAL INFORMATION

Every care has been taken to ensure that the reproduction of colour is as accurate as production processes allow; however a slight variation in the actual goods may occur. In addition, our cotton design mats utilise a unique precision dye technique and we make every effort to ensure continuity of colour, however batches may vary. The initial shedding of pile yarn when your mat is still new is one of the characteristics of a natural, cotton topped mat like a Turtle Mat and is not a defect. After washing and vacuuming this should stop and your mat will work well for years to come. When placed in strong, direct sunlight the colour of Turtle Mats may fade over time, due to the natural light fastness properties of cotton. This will not diminish its ability to effectively soak up wet and dirt, but to maintain colours for longer, rotate the position of the mat where possible away from bright, direct light. These prices and descriptions supersede all previous publications. All prices include VAT at the current rate and prices are valid until 31.12.2023. Turtle Mats are made from an absorbent cotton and viscose or cotton and synthetic microfibre pile and effectively soak up wet and dirt. Due to the efficient water uptake, they should be placed indoors or in a sheltered/ enclosed porch. Occasionally, we show Turtle Mats in outdoor areas, where on very dry days, they can be used. However, they should not be left out in wet and damp conditions. Always place your Turtle Mat on a dry, level surface and do not use your mat if it is water saturated.

EASY ORDERING

CALL

01204 284201

OR EMAIL

SALES@TURTLEMAT.CO.UK

**Lines open 8am - 8pm
seven days a week**

Customer Services

Mon-Fri 8am-4pm

